

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

B.Voc. END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - III

20UTTCT3006 - Tourism Marketing

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define tourism marketing and explain about the concepts of tourism marketing.
2. Summarize in detail about the primary objectives of tourism marketing.
3. Distinguish between SEO and SEM.
4. How can destinations market themselves as eco-friendly or sustainable?
5. What are the current social and cultural trends influencing travel preferences?
6. Classify the most effective advertising platforms for tourism businesses.
7. How can tourism businesses increase direct bookings through their websites?
8. What are the primary distribution channels used in the tourism industry and how have these channels evolved over the past decade?

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain briefly about the importance of stakeholder collaboration in tourism marketing.
10. How effective are social media platforms like Instagram, Facebook, and TikTok in promoting tourism destinations?
11. Explain briefly How transportation networks and infrastructure impact tourist accessibility.
12. What is the primary purpose of tourism fairs and exhibitions and how do tourism fairs benefit destinations, hotels, and other service providers?
13. Illustrate What are the considerations should be kept in mind when advertising post-crisis to ensure sensitivity and authenticity.
